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PTO/SB/32 (04-05)

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| REQUEST FOR ORAL HEARING<br>BEFORE<br>THE BOARD OF PATENT APPEALS AND INTERFERENCES   |  | Docket Number (Optional)<br>291508005US1                          |                            |
|---|--|---|----------------------------|
|   |  | In re Application of<br>Beck et al.                               |                            |
|   |  | Application Number<br>09/721,441-Conf. #2327                      | Filed<br>November 22, 2000 |
|   |  | For DYNAMICALLY TARGETING ONLINE ADVERTISING<br>MESSAGES TO USERS |                            |
|   |  | Art Unit<br>3622  | Examiner<br>J. D. Carlson  |
| <p>Applicant hereby requests an oral hearing before the Board of Patent Appeals and Interferences in the appeal of the above-identified application.</p> <p>The fee for this Request for Oral Hearing is (37 CFR 41.20(b)(3)) \$ 1,000.00</p> <p><input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee shown above is reduced by half, and the resulting fee is: \$</p> <p><input checked="" type="checkbox"/> A check in the amount of the fee is enclosed.</p> <p><input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.</p> <p><input type="checkbox"/> The Director has already been authorized to charge fees in this application to a Deposit Account. I have enclosed a duplicate copy of this sheet.</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 50-0665. I have enclosed a duplicate copy of this sheet.</p> <p><input type="checkbox"/> A petition for an extension of time under 37 CFR 1.136(b) (PTO/SB/23) is enclosed. For extensions of time in reexamination proceedings, see 37 CFR 1.550.</p> <p>I am the<br/><input type="checkbox"/> applicant/inventor.<br/><input type="checkbox"/> assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)<br/><input checked="" type="checkbox"/> attorney or agent of record. Registration number 37,376<br/><input type="checkbox"/> attorney or agent acting under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34.</p> <p>Signature: <u>[Signature]</u><br/>Steven D. Lawrenz<br/>Typed or printed name<br/>October 11, 2005<br/>Date<br/>(206) 359-8000<br/>Telephone number</p> <p>NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.</p> <p><input checked="" type="checkbox"/> *Total of 1 forms are submitted.</p> |  |   |                            |

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| I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV670649916US, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below. |   |
| Dated: October 11, 2005   | Signature: <u>[Signature]</u> (Sandy Reisman) |

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